

Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)

UNEP - Mediterranean Action Plan

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**Terms of reference (TOR) for the recruitment of a communications consultant
to design and lead the communications campaign accompanying the projects
developments and maximize the dissemination of its outputs and
achievements**

**BRS/UNEP Small Grants Programme - “InPlastics”: A set of interactive,
innovative educational and communications tools to raise awareness and build
capacity on toxic additives in plastics in the Mediterranean region**

***Warning: due to the current situation of the COVID-19 and unpredictable future events, the following
TORs are not binding and can be modified in agreement with the selected expert***

About the position

The Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) is seeking an independent expert to support SCP/RAC in **the development, design and implementation of a communication plan** that maximises the outreach and interconnection among two project activities on the topic of toxic additives in plastics in a circular economy: A master module delivered within the Erasmus+ MEHMed project which will be taking place in 8 Universities across Morocco, Algeria and Tunisia and a series of two international webinars to increase consumers', practitioners' and decision-makers' knowledge and understanding on the challenges and opportunities of plastics in a circular economy.

The duration of this consultancy is estimated until the end of July 2022.

CONTEXT TO SCP/RAC's INSTITUTIONAL FRAMEWORK

The Regional Activity Centre for Sustainable Consumption and Production (hereinafter SCP/RAC) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach (hereinafter SCP). It is attached to the Catalan Waste Agency (Agencia de Residus de Catalunya, referenced as ARC).

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan (hereinafter UNEP/MAP), the programme of UN Environment established to support the member countries of the Barcelona Convention for the Protection of Marine Environment and the Coastal Region of the Mediterranean. Since 2009, the Centre also operates in support of the **Stockholm Convention**, an international agreement involving 180 countries to fight against the generation of persistent organic pollutants, highly polluting and toxic substances. SCP/RAC has the mandate from the Barcelona and Stockholm Conventions to provide assistance to their Contracting Parties in fulfilling their commitments under those treaties, particularly through the support to the countries to shift to sustainable consumption and production patterns and circular economy.



In the performance of its mandate, SCP/RAC fosters the introduction of solutions on eco-innovation, **marine litter/plastic pollution prevention, circular economy and safe alternatives to toxic chemicals** through the provision of advisory services, technical assistance, innovative training materials, networking services and accompaniment in the implementation of measures. SCP/RAC also leads a comprehensive support programme for the creation and development of green, circular business models and enterprises.

Given its particular experience on the prevention of toxic chemicals and marine litter in the Mediterranean region, SCRC Spain - SCP/RAC is leading the **INPLASTICS Project - A set of interactive, innovative educational and communications tools to raise awareness and build capacity on toxic additives in plastics in the Mediterranean region** - financed by the Norwegian Agency for Development Cooperation (Norad).

The project 'Further actions to address plastic waste under the **Basel Convention**' (BRS-Norad-2) aims to assist partner countries to improve their management of plastic waste and ultimately contribute to Sustainable Development Goal target 14.1.



BACKGROUND/ DESCRIPTION OF THE PROBLEM AT STAKE

While awareness on plastic pollution is increasing worldwide, little is still known on the risks associated with the toxic additives that are present in most of the plastic products available on the market. The reuse and recycling of plastics following circular economy principles have been promoted to address marine plastic pollution, however, there are key issues hindering their implementation:

- A wide range of toxic chemicals, which can pose a threat to human health and the environment, are used as additives in plastics, only a small percentage of plastic waste can be effectively recycled in a 'closed loop',
- Due to the complexity of the plastic supply chain, manufacturers and waste management facilities often have limited visibility of the chemicals present in the plastic products. Increased transparency and information are necessary to improve recycling and create a market of safe recycled plastics.

The impacts of toxic additives on the life cycle management of plastics have just recently been understood yet they constitute the invisible part of the plastic pollution issues and therefore communication on this issue is more challenging. As hardly perceived and quite complex to comprehend by the average consumer, chemical pollution is a hard-to-sell argument for action.

However, as governments are pushing for a circular plastic economy as a solution to the marine pollution crisis, all actors along the plastic value chain should be adequately informed about the consequences of the use of toxic chemicals on the end-of-life treatment of plastic waste.

In its 2020-2021 work plan, SCP/RAC identified a need for improved access to information and awareness on safe alternatives to toxic chemicals, - recognising that there is already vast scientific evidence on the environmental and health impacts associated with the use, production and end-of-life treatment of plastics to call for more transparency, improved standards and regulations on the part of businesses and policymakers.

OBJECTIVE OF THE BRS-NORAD-2 - SMALL GRANTS PROGRAMME

The project 'Further actions to address plastic waste under the Basel Convention' (BRS-Norad-2) is expected to achieve improved management of plastic waste in partner countries through increased knowledge, capacity and engagement among decision-makers and other stakeholders on the control of transboundary movements (TBM) and environmentally sound management (ESM) of plastic waste in line with the provisions, guidelines and guidance of the **Basel Convention**, in particular the **Plastic Waste Amendment** adopted at the Basel Convention COP-14.

It is under the '**Component 1: Small Grant Programme (SGP)**' where the regional centres are expected to build the capacities of Parties in addressing plastic waste through the implementation of the Basel Convention. The SCP/RAC selected project (INPLASTICS) will contribute towards achieving the **enabling outcome** that 'Capacities to implement and enforce the Basel Convention and manage plastic waste in an environmentally sound manner are enhanced in partner countries.'



The project will also contribute to the **long-term outcome**, through 'increased knowledge, capacity and engagement among decision-makers and other stakeholders on the control of TBM and ESM of plastic waste in line with the provisions, guidelines and guidance of the Basel Convention, in particular the Plastic Waste Amendment adopted at the Basel Convention COP-14,'

Finally, the project will help the improved management of plastic waste in partner countries - ultimately contributing to SDG target 14.1 by **preventing and significantly reducing marine pollution, in particular plastic litter, including microplastics** from sources. The project will also give continuity to the work initiated by the centre at the 2017 BRS COPs with the support of the Marine Litter topic group¹ and the information document developed for the 2019 BRS COPs- later edited and widely disseminated in collaboration with IPEN².

INPLASTICS

The centre has envisaged a set of educational and communications tools on plastic's toxic additives that will lay out the intricacies of this issue in a clear manner and the ways in which different target groups can be an active part of the solution. As such, the project aims to gather up to date information and case studies that will be shaped/adapted and delivered to young professionals for them to act when moving forward in their professional life, to policymakers for them to be able to design and enact better regulations, to consumers for them to make informed decisions when purchasing plastic items, and to businesses for them to increase transparency and operate to reduce the use of toxic constituents in plastics and/or switch to safer alternatives.

This will be achieved through two key activities and targeted communication:

- Design and delivery of a 2 ECTS³ master's module within the Erasmus+ MEHMed programme. Through this module, young professionals and graduate students in Algeria, Morocco, and Tunisia will be trained on the challenges of the life cycle management of plastics for them to become agents of change when moving forward in their careers. Initially a team of experts will be hired to form a scientific committee who will develop a technical brief and train professors from 8 participating universities.

SCP/RAC partnered with the MEHMed project: "Mediterranean Environmental Change Management Master Study and Ecosystem Building" managed by the University of Girona (Spain) and co-funded by the Erasmus+ Programme, financed by the European Union⁴. The MEHMed is a **project aimed at promoting the understanding of environmental systems, the relationship between science, environmental management, and the human condition; Responding to local, national, regional and international needs for environmental professionals with advanced degrees; Assisting in the process of shifting toward more sustainable practices; and encouraging cross-disciplinary collaboration to find new and creative solutions to environmental problems.**

The 8 participating universities will be:

1. University de Sousse, Tunisia <http://www.uc.rnu.tn>
2. University de Monastir, Tunisia <http://www.um.rnu.tn>
3. University Sidi Mohamed Ben Abdellah, Maroc <http://www.fls.usmba.ac.ma>
4. University of Abdelmalek Essaadi, Maroc <http://www.uae.ma/website/>
5. University Mohammed Premier Oujda, Maroc <http://www.ump.ma>
6. University of Mostaganem, Algeria <http://www.univ-mosta.dz/universite-abdelhamid-ibn-badis-mostaganem>
7. University Mohamed El Bachir El Ibrahimi de Bordj Bou Arréridj, Algeria <http://www.fst.univ-bba.dz>
8. University OF Constantine 1, Algeria <http://univ-constantine3.dz/>

¹Marine litter plastics and microplastics and their toxic chemicals components: the need for urgent preventive measures (2018) <https://enveurope.springeropen.com/articles/10.1186/s12302-018-0139-z>

² Plastic's toxic additives and the circular economy (2020) https://ipen.org/sites/default/files/documents/plastics_and_additives_final-low-o-en.pdf

³ European Credit Transfer and Accumulation System (ECTS).

⁴ Aligned with the EU Bologna educational approach (duration of 1,5 year, 90 ECTS).

- Design and delivery of 2 webinars. These will address the topics of safer materials innovation, industry collaboration, cleaner and safer recycling systems and transparency within the plastics value chain. The goal is to increase consumers', practitioners' and decision-makers' knowledge and understanding of the risks from hazardous constituents in plastics for them to make informed decisions when developing regulations, consuming and producing plastic items in view of favouring safer alternatives and ultimately preventing toxic plastic waste generation.
- Finally, a **communications plan** will be designed to maximise cross-fertilisation and interconnection among all project activities, that will deliver a variety of products such as press releases, social media posts, stakeholder analysis, infographics and learnt lessons.

ACTIVITIES, TASKS AND EXPECTED DELIVERABLES

The objective of the expert's mission within the context of these Terms of Reference will be to provide **technical assistance to the development, design and implementation of a communication plan** that maximises the outreach and interconnection among all project activities. As such the expert must be able to write clearly and effectively, tailoring language, tone, style, and format to match audience; as well as respect the communication channels within SCP/RAC network and partner organizations including the UN and the MEHMed partner universities.

This project represents an important communication opportunity to showcase the role of the Barcelona Convention and BRS Conventions with respect to the issue of chemicals in plastic, hence the expert will assist SCP/RAC's networking facility in their engagement with both UNEP/MAP and BRS Secretariat through this project's activities.

The table below specifies the key target groups, objectives and products for each of the two project outputs:

Activity	Output 1. Master module	Output 2. Webinar series
Key target groups:	<ul style="list-style-type: none"> Professors, researchers, young professionals, graduate students, and experts in the project countries. SCP/RAC strategic partners and key national and regional stakeholders, UNEP/MAP Partners in the area of sustainable development (international organisations and further ecosystem players). 	<ul style="list-style-type: none"> General public, consumers in the Mediterranean region and beyond, also through Consumers associations. Representatives of relevant industries (e.g., construction/textile/electronics/toys, etc.) Decision/Polymakers in the project countries (e.g., Ministry of Industry, Ministry of environment, Ministry of health) and beyond. SCP/RAC strategic partners and key national and regional stakeholders
Objectives:	<ol style="list-style-type: none"> Promotion of the course on social media Build momentum throughout the duration of the course engaging students on social media networks and engaging with wider audience and exchange of experiences in the selected countries. Dissemination of course outcomes and results 	<ol style="list-style-type: none"> Promotion of the webinars on social media to engage with wider audience Ensure smooth online streaming of the two webinars engaging with target audience. Promote interaction and participation of attendants via the webinar and social media. Dissemination of key messages and learnt lessons.

Products	Project logo/identity including MEHMed logo 1 Template slides for teacher training 1 Template for course materials Press releases: 3 news articles (start/progress/end) Social media posts (Twitter, Facebook, LinkedIn) Infographics with key outcomes/messages Social media engagement analysis Stakeholder analysis feedback concerning areas for improvement;	Project logo/identity without MEHMed logo 1 Template slides for both webinars Press releases: 5 news articles (teaser/kickstart/closure) Social media posts Twitter, Facebook, LinkedIn Infographics with key outcomes/messages Social media engagement analysis Stakeholder analysis feedback concerning areas for improvement;
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A. COMMUNICATION, DISSEMINATION, DATA COLLECTION & REPORTING

The consultant will work under the direct supervision of SCP/RAC and will be responsible for the following tasks to be conducted remotely:

TASK A.1: Develop a Communications plan

SCP/RAC is interested in delivering eye-catching, high-quality messages with innovative format and language that is adapted to current social media trends, hence the number and style of messages on social media networks (such as Twitter, Facebook, LinkedIn) will be agreed with the project team at SCP/RAC during the Communications plan design stage. The consultant is expected to come up with a proposal that provides a solution to this challenge. The communications plan should include a detailed timescale, establish a visual identity for the entire project, define main messages, styles and tone, research on target audience, local media networks, the implementation and dissemination plan.

TASK A.2: Run comms activities at regional/international level

The consultant will run the communications plan ensuring the promotion of project activities to each specific target audience. SCP/RAC's networking facility will be in charge of the cooperation with the BRS Secretariat and the Barcelona Convention Secretariat and will provide translation services so that SCP/RAC's website and social media platforms can be updated regularly with news feeds and stories in both English and French. The expert must ensure ongoing monitoring of the audience engagement through the different social media platforms, gathering relevant data throughout the project to analyse and feed the different communication products.

TASK A.3: Data analysis and dissemination

The expert will analyse and display the information gathered in a comprehensive format that is visually attractive. The project outcomes and lessons learnt will be disseminated through the official channels. For example, during the delivery of the webinars, data will be collected from the interaction with the various users and analysed by SCP/RAC and the Scientific Committee to advance the knowledge around toxic chemicals in plastics and inform future regional/international responses to the challenges of a circular plastic economy. The information will have to be displayed in a user-friendly manner.

The consultant will have to submit the following communication products to SCP/RAC:

1. Communications plan
2. Project logo/identity
3. Template slides for teacher training
4. Template slides for both webinars
5. Press releases:
Three news articles for master module (start/progress/end)

Five news articles for the webinars (1 general announcement/ 2 kickstart/ 2 closure)

6. High quality social media posts (Twitter, Facebook, LinkedIn)
7. Two Infographics with key outcomes/messages (One pager per project outcome)
8. Social media engagement analysis
9. Stakeholder engagement analysis
10. Summary of learnt lessons including feedback concerning areas for improvement

PROPOSED SCHEDULE

The following timeline is proposed for the implementation of the activities:

		2022						
		Jan	Feb	Mar	Apr	May	June	July
A.1	Develop Communications Plan							
A.2	Run comms activities at regional/international level							
A.3	Data analysis and dissemination							

The consultant will work under the supervision of the SCP/RAC project coordinator with whom he will hold weekly online follow-up meetings.

In these meetings, the progress of the tasks will be monitored (results, obstacles, delays ...) as well as the correct submission of the above-mentioned deliverables.

MEANS AND MODALITIES OF WORK

- The expert will start the work after the validation of the offer by the contractor, expected by mid-January until July 2022.
- The expert will work under the supervision and coordination of the Policy Area team of SCP/RAC and will count on the support of a Scientific committee lead and 4 editors/contributors who will draft the technical content as well as translation services recruited specially for the implementation of INPLASTICS.
- The expert will work with his/her own means and should be home based, with availability to conduct meetings remotely with all stakeholders.
- Working languages will be English and French.
- All deliverables will have to be prepared in English or French.

ELIGIBILITY

The expert applicant must fulfil the following requirements:

- Be an individual consultant and able to comply with national fiscal context and rules for receipt of international funds from Spain.
- Have a bank account whose holder name must be the same as the applicant.
- Partnership and subcontracting are not allowed.
- Availability to travel to project countries to meet with key stakeholders (in case COVID-19 restrictions allow it).

PROFILE AND QUALIFICATIONS OF APPLICANT EXPERTS

The experts must have knowledge on the area they are applying to work in.

More precisely, the qualifications required are:

- Academic degree in journalism, media and communications, design or relevant degrees with proven expertise that allow the expert to easily undertake the design and implementation of a communications campaign on the topic of plastics management and chemical additives.
- Digital skills: up to date with new digital trends, experience in planning and creating entertaining and engaging social media, and engagement strategy with influencers
- Proven and relevant professional experience linked to the dissemination of scientific information, editing press releases, social media content and data related to user engagement.
- Proven experience within the UN system or acquainted with international organizations.
- Link or experience in moderating/keynote speaker at webinars/conferences positively valued
- Ability to write in English and French. Arabic considered an advantage.
- Ability to communicate and connect with stakeholders.

HOW TO APPLY AND SELECTION PROCESS

Candidates should submit the following documents. The official forms to be submitted can be downloaded [here](#).

1. **Technical offer** (maximum 4 pages): The bid must describe to what extent the applicants satisfy the conditions (profile and qualifications), show their ability to carry out their mission successfully and how they plan to carry out the activities set out in these terms of reference. The technical bid can include suggestions for improvement.
2. **Profile and project references** (maximum 2 pages): the expert should submit a brief professional background, including project references on the topic. CV shall be included as annex.
3. **Financial offer** the consultant(s) should state the personnel dedication expressed in days (1 day = 8 working hours) and per activity, as well as a lump sum for other costs related to the implementation of work. It is recommended to prepare the budget using the attached economic model (Annex II). The maximum amount considered is **10.900€ (all taxes included)**

Important information regarding the consideration of the added-value tax (VAT)

1. Applicants legally registered in Spain: This is a provision of services and therefore VAT applies. Offers must include Spanish VAT number, and financial offer clearly indicate total before VAT, VAT amount, and total including VAT. This information should be equally reflected in the invoices.
2. Applicants legally registered in a EU Member State, other than Spain: they must be registered in the VIES registry (VAT Information Exchange System). Offers must include EU VAT number (including country code), and financial offer indicate total before VAT, along with the statement "both provider and client are registered in the VIES system and therefore VAT is not included in the offer". This information should be equally reflected in the invoices.
3. Applicants legally registered in a EU Member State exempted of VAT: they must submit official proof of exemption of VAT. Financial offers must include the statement "the provider is exempted of VAT as for [legal document]". This information should be equally reflected in the invoices.
4. Applicants legally registered in a non-member country of the EU: The provider is liable for paying taxes related to the provision of services as per tax regulations in its country. Financial offer must comprise that cost, and invoices submitted with all taxes included.

Additional information to be carefully considered:

- The header for the technical and financial bid **must clearly mention the applicant's details** (name of the company or expert presenting the bid, address, country, telephone and tax ID number, VAT number or other official number) **and those of the recipient as follow:**

'Regional Activity Centre for Sustainable Consumption and Production / Agència de Residus de Catalunya / Carrer de provença 204 – 208 / 08036 Barcelona, Spain / NIF: Q-5856373-E'

- In case the candidate is a team of independent experts, the contract will be established with only one expert which will have to coordinate with the other experts.
- The financial bid must not include the purchase of material.

4) Bank form filled in, signed and stamped by the bank (if the stamp is not possible, the candidate will annex a digital certificate). The Bank form is provided in Annex II.

Offers must be sent to kdemiguel@scprac.org with copy to moutters@scprac.org with the subject 'Comms consultant – INPLASTICS' **before January 27th 2021, midnight (CET).**

All candidates will be notified upon the reception of the offers.

Applications who meet the requirements will be assessed and rated in accordance with the following criteria (100 points):

Points	Criteria
Maximum 45 points	The extent to which the technical bid is responding to the needs.
Maximum 20 points	Financial bid.
Maximum 25 points	Technical expertise in the same type of mission.
Maximum 10 points	Other qualifications and additional proposals for improvement.

The SCP/RAC may also conduct personal interviews to facilitate the assessment.

If you have questions concerning these ToR, please contact: kdemiguel@scprac.org

SELECTION AND PAYMENTS

The winning candidate will be notified by email on the selection of the offer. From that moment on, work can start according to the calendar.

The payments will be made by bank transfer upon presentation of the invoices, in three instalments and will be done upon approval of the following deliverables:

- 30% - Upon completion of Tasks A.1 (March 2021)
- 70% - Upon completion of Tasks A.2 and A.3 (July 2022)

Payments will be done in a period of 60 days after reception and validation of the invoice. Any transfer costs, bank fees, loss due to exchange rate fluctuation, or other relevant costs will be borne by the contractor.

AUTHORSHIP AND OWNERSHIP OF THE WORK

The ownership of the work covered by the Contract related to this ToR shall belong to the SCP/RAC and any use or mention thereof in publications, articles, interviews, conferences, etc., in any language and without any temporal or territorial limitation, shall have the relevant authorization and indicate the SCP/RAC as the owner.

Thus, the selected expert(s), on behalf of any persons who, if appropriate, may collaborate with him/her in the drawing up of the Report, will assign to the SCP/RAC the rights for the reproduction, distribution and sale of the

Report, in any form of publication and commercialization, for its use in any language and throughout the world, as well as for its partial reproduction for teaching or research purposes. Nevertheless, the SCP/RAC shall ensure that the name(s) of the material author(s) of the document appear(s) prominently on all the copies which are published, so that the latter may use the final or partial results of their work in the terms stipulated in this Contract.

CONFIDENTIALITY CLAUSE

The information to which the selected expert(s) obtains access for the development of the purpose of this Contract, provided that it is not classified as public, shall be of a confidential nature and may not be used for activities other than those included in this Contract. In the event that a particular use of the information raises doubts with regard to respect for this Confidentiality Clause, the successful bidder must, in any case, request the consent of the SCP/RAC.

Annex I: Economic offer template

Financial Offer "..."					
FROM: _____ Name / Company: _____ Address: _____ Country: _____ Phone: _____ e-mail : _____ VAT N° or TAX ID: _____		TO: Regional Activity Centre for Sustainable Consumption and Production / Agència de Residus de Catalunya / Carrer de provença 204 – 208 / 08036 Barcelona, Spain / NIF: Q-5856373-E'			
Staff expenses					
Tasks	Expert	Role	Daily Fee (€)	Number of days	Cost (€)
1	Name				0,00 €
	Name				0,00 €
	<i>Add/Delete lines if necessary</i>				0,00 €
2	Name				0,00 €
	Name				0,00 €
	<i>Add/Delete lines if necessary</i>				0,00 €
				Total staff expenses (A)	0,00 €
Other expenses (travel, production, translation etc.)					
Description			Unit Cost (€)	Unit quantity	Cost (€)
Expense 1	Travel				0,00 €
Expense 2	Printing				0,00 €
<i>Add/Delete lines if necessary</i>					0,00 €
				Total Other expenses (B)	0,00 €
Total budget		Total budget without VAT (A+B)	VAT rate applicable (%)	VAT Amount	Total budget VAT included
		0,00 €	21,00%	0,00 €	0,00 €

Annex II: Bank form to be filled in

Request of payment (Bank details)

CREDITOR DETAILS

TAX ID	NAME
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STREET PD

CITY	COUNTRY
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PAYMENT DETAILS

NAME OF BANK

IBAN NUMBER

Country
code[illegible]**SWIFT CODE**

ADDRESS OF BANK

PD	CITY
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Hereby I declare that I'm the holder
of the account above stated.

With the agreement of the Bank

CITY AND DATE

SIGNATURE/ STAMP

SIGNATURE/ STAMP

In compliance with the Personal Data Protection Regulations and thus, in accordance with the Spain Organic Law 15/1999, dated 13th December 1999, on the Protection of Personal Data (LOPD), we inform you that the contact details hereby provided are included in a file owned by the Waste Agency of Catalonia, based on C/Doctor Roux núm. 80, 08017 – Barcelona.